

**Amendments to the Specification:**

Please replace paragraph [0007] with the following amended paragraph:

[0007] In particular, small and medium sized businesses, especially those that address highly targeted niche markets, may benefit substantially from advertising on the Internet (or other similar computer networks). The cost of advertising on the Internet can be relatively low compared to other media and businesses potentially can reach a very wide audience (or a highly targeted audience) and help drive sales. However, traditional advertising channels for ~~advertising~~ advertising through the Internet are not well suited to address smaller businesses. A direct sales force cannot cost efficiently reach businesses that want to place only a limited number of ads or that only want to spend a relatively low dollar amount on advertising.

Please replace paragraph [0034] with the following amended paragraph:

[0034] Referring now to FIG. 2a and FIG. 2b, FIG. 2a is a logical view of components of a command center user interface (or dashboard) 200 in accordance with one embodiment of the present invention. FIG. 2b illustrates one embodiment of a site business processing system 150 that is configured to include a front end 170 and a back end 180.

Please replace paragraph [0059] with the following amended paragraph:

[0059] FIG. 5d illustrates an example of an e-mail control panel 520. Again, a business user is provided access to a centralized control panel and a robust back end system to create and operate a full functioning electronic mail system, without having to invest substantial time and monetary resources to independently get such a system up and running. Moreover, the present invention pre-integrates the functionality of the e-mail system and control panels (as well as for the other systems and control panels) for the storefront site. This ~~[[,]]~~ alleviates the business user from such arduous business software installation, integration, and maintenance tasks.

**Amendments to the Drawings:**

The attached drawing sheet includes Figure 2b from priority application 60/504,084. This sheet was inadvertently not filed in the instant patent application.